
GRAPHICS SERVICES BUSINESS LINE

Service Description

The Graphics business provides a variety of professional design services to the Department of Energy and its employees. We have offices in the Forrestal (BH-039) and Germantown (E-034) facilities staffed with graphic and publication designers, with use state-of-the-art computer systems to assist customers in meeting presentation, publication and creativity requirements.

Products and services available at these offices include:

- Design consultation to help customers review visual requirements for upcoming events;
- Design and production services for presentation media: vu-graphs, slides, flip charts, digital and multimedia;
- Exhibit design services for table-top and portable displays;
- Large format image design services: posters, banners and signage;
- Publication design for a variety of printed products: brochures, flyers, booklets, programs, newsletters and forms;
- Design, coordination and acquisition services for awards and recognition ceremonies: plaques, certificates, invitations and mementos;
- Digital composition services; and
- Media output center for the production of visual products from customer's artwork, electronically prepared disks and digitally mailed files including:
 - Full color posters from electrostatic and ink-jet large format printers,
 - Lamination services for all images up to 30x40,
 - Full color vugraphs and slides,
 - Color copies on various types and weight of paper from 8.5" x 11" to 11" x 17",
 - Hi-resolution black and white Laser prints,
 - Full color metal buttons with straight pins (1.5", 2.25" and 3"), and
 - Digitally scanning images from reflective art.

Photography: The business operates a full service photography studio and lab at the Forrestal building staffed by four professional photographers. Services can be obtained at the Forrestal (BH-039) and Germantown (E-034) locations. Products and services include:

- Local area on-site scheduled photographic shoots for program offices and Secretarial events;
- Scheduled studio shoots for passports, visas, portraits and product/still-life arrangements;
- Production of black and white, color prints from 5x7 to 30x40 poster sized prints;

- Transparency production and duplication services: slide and vugraph;
- Digital processing of images from electronic media into photographic prints and/or
- Transparencies, (maximum size 8.5x11);
- Film processing center for film shot by program office or Secretarial personnel for DOE sponsored events;
- Scanning and electronically retouching photographic images; and
- Dry mount and limited framing services.

Energy Technology Visuals Collection: At the Forrestal (BH-039) location, we provide the DOE photographic library catalogued and documented images of energy related programs for use in briefings, publications, presentations, exhibits, etc. Trained technicians are available to assist customers in the selection of appropriate images to enhance their project. Products and services provided are as follows:

- Thousands of catalogued images covering a variety of subject matter from alternative fuels, environmental and geothermal energy to health and safety, solar energy and waste management;
- Color and black & white prints and 35mm slides are ready for immediate use;
- Color and black & white laser prints and/or scanned images are also available upon request;
- Complete data sheets accompany each image with such information as where the image was taken, date and time, image subject matter, etc.; and
- Historical collection of black and white and color images of pre-DOE events and achievements.

Pricing Policy

Board Adopted Policy

- Programs will pay indirect costs (supplies, maintenance and depreciation on graphics equipment) as a percentage allocation of cost incurred in the previous fiscal year, and
- All costs for work that is not supported by inhouse capabilities will be a direct charge in the monthly bills to the requesting program office.

Pricing Method (Billing Calculation)

Indirect Costs: Customers are charged an allocation of contractor support costs for Graphics, Photography and Visual Archives as well as the general cost of materials and supplies. In addition, the allocation includes direct maintenance required and an allowance for estimated equipment replacement (depreciation). The allocation for FY2003 is based upon actual FY2002 actual usage. This is determined by assigning a weighting factor (point value) to each specific type of job within the three general service categories to reflect the average level of complexity and resources required to perform each job type. A five point scale with one quarter increments was used for the purpose. This weight value was applied to the number of jobs of each specific

type and the result calculated as a percentage of all weighted jobs performed for all program customers. This calculation derives the allocation that each customer will pay of total Graphic Media services costs, excluding the salaries of federal staff employees, which are not included in the Working Capital Fund. Following is an example of the calculation made to determine percentage allocations and dollar costs for each program customer:

- 1) Number of Specific Job type (X) Assigned point value (==) Weighted Value for all jobs of specific type (for each program).
- 2) Total number of Weighted Jobs for Job Type A (+) Total number of Weighted Jobs for Job Type B (+) Total number of Weighted Jobs for Job Type Z (=) Total Weighted Value for all jobs, all types (per each program).

The weighted value calculations (1. and 2.) were repeated for each of the three general service categories (Graphics. Photography. Visual Archives) .

- 3) Total Weighted Value (Graphics) (+) Total Weighted Value (Photo) (+) Total Weighted Value (Visual Archives) (=) Total Weighted Value for all jobs per each program.

Direct Costs: Customers are charged actual costs for work that is beyond the scope and capabilities of the Visual Media Team. Customers are informed of estimated direct charges when work is requested.

Budget Estimating Method

Budgetary estimates are based upon the 12 month period prior to submission of IRB and OMB budgets. In other words, budget estimates published in June of the Fiscal Year reflect actual usage charges for June through May of the preceding year. Extraordinary or unusual changes in usage patterns are not anticipated in the Funds estimates. To the extent that possible variations in consumption can be foreseen by the program customer, the cost impact of these charges should be added or subtracted (as appropriate) from the Fund's estimate.

Annual Projections

WCF projections of current fiscal year usage and costs are updated monthly and provided with each bill. Projections are calculated based upon fiscal year-to-date costs multiplied by a straight forward annualization factor. For example, the annual projection calculated as of April would be as follows:

Total YTD Cost (October - April) divided by 7 multiplied by 12 equal projected annual cost.

Billing Cycle

All graphics charges are billed monthly, based upon prior month actual usage. There are no charges for this business line that are assessed annually or quarterly.

Availability of Detailed Usage Information

Program offices may receive copies of summary data for graphics products, photography work and Energy Technology Visual Collection services. This information can be provided at any time, as requested for any period (e.g., current month or year-to-date) during the current fiscal year, as specified.

Service Standards

- Representatives from the Graphics business line are available to provide planning assistance during the developmental stages of projects and encourage customers to seek assistance as soon as project discussions begin.
- A graphics coordinator will meet with the customer to discuss the project's requirements and requested turnaround time.
- The standard turnaround time five working days. Complex projects (such as Science Bowl, Ethnic History Months, Press Briefings) require a longer timeframe, with a preference of 30 days. This requirement is discussed in the planning meeting with the customer.
- As a courtesy, a call will normally be provided to the customer point of contact when a job is completed; however, it is recommended that the point of contact call the customer service desk (202-586-2732) to check the status of the project.

Points of Contact

Fund Manager: John Harrison. 202-586-3611

Business Line Manager: Mary Anderson, 202-586-4318

For more information, customers are invited to review the Graphics Business Line home pages at <http://www.ma.mbe.doe.gov/admin/Visual Media.htm> and <http://www.ma.mbe.doe.gov/admin/Photography.htm>

FREQUENTLY ASKED QUESTIONS ABOUT THE GRAPHICS BUSINESS LINE

Q. How can my office save on graphics charges?

A. Program elements can save on graphics charges by planning projects in advance. The graphics staff is available to attend customer's planning conferences on upcoming projects. This can eliminate surcharges associated with meeting quick turnaround times and allow for alternative specifications to be applied.

Q. Can I get a summary of how we spent money last year?

A. Yes, a detailed summary is available at the customer's request. Standard turnaround time of a detailed summary is 24 hours. Program offices may receive upon request, copies of summary data for: Graphics products, photography work and energy technology visual collection services. This information includes job title, date received, estimated cost, actual cost and the program contact(s) placing the job order(s). This information can be provided at any time, as requested for any period (e.g., current month or year-to-date) during the current fiscal year, as specified.